



THE CITY BUSINESS IMPROVEMENT DISTRICT
1234 Main Street, Los Angeles CA 90000
(323) 555-3232

July 23, 2017

Holly L. Wolcott
City Clerk
Office of the City Clerk
200 North Spring Street
Room 224
Los Angeles, CA 90012

RE: 2nd Quarter Report – April 1, 2017 to June 30, 2017

Dear Ms. Wolcott,

On behalf of the Board, I would like to present the second quarter report and financial expenditures as required by the Administration Agreement between the City of Los Angeles and the BID management company for the City Business Improvement District.

2nd QUARTER ACTIVITIES

1) **Clean & Safe Programs:** For this quarter, the BID continued with an armed bike patrol which provided 24 hour patrols of security 7 days a week. Reports were made of patrol findings on a daily basis on the District website and a quarterly report provided a summary which was added to the quarterly newsletter mailed to all stakeholders in the District. To date, from January 2017 to June 2017, the armed security/bike patrol has assisted the LAPD in making 300 arrests for various crimes/ occurrences throughout the BID. The security also aides maintenance in reporting graffiti and other issues needing attention in the district.

The maintenance for this quarter resulted in gardening of the medians five times between April and June. Additional plants were donated to the BID and added to the medians during the Memorial Day weekend holiday. The sidewalks were swept each morning before the begin of the business day (crews were dispatched between 5am and 6 am each morning), and the street crews have collected over 200 bags of debris during this quarter alone. Sidewalks were pressure-washed twice each month – every other week, during the early morning on Saturdays. Bus benches and other street furniture were cleaned by a street crew on the last Saturday of each month. Additionally, crews were sent out each week to identify and remove graffiti, and were sent out immediately after a report was made.

2) **District Identity & Special Projects:** Maintenance of the website continued and development of new website functions is still being explored. The District placed an ongoing weekly ad in the LA Weekly magazine and a Radio Ad airs once a week as a sponsor of KCRW, 89.9 FM. A survey is being utilized by some business owners

for new customers, and BID advertising is a question on the survey. The BID is very eager for survey results.

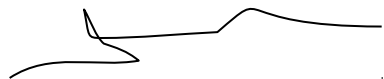
- 3) **Administration & Management:** The District has rented an office space and is beginning the process of contracting with a Consultant to serve as Executive Director and an Accountant to maintain the BID's financial records. Funds were expended in a short-term contract with the BID Consultant, BIDs R Us, to assist in the establishment of operations.

2nd QUARTER FINANCIALS

| Budget Category | Annual Budget | 2nd Quarter Amount Spent | Y-T-D Amount Spent | Projected 4th Qtr Spending |
|--------------------------------------|----------------------|--|---------------------------|-----------------------------------|
| Clean & Safe Programs | \$1,265,917 | \$ 632,958.50 | \$ 632,958.50 | \$ 316,479.25 |
| District Identity & Special Projects | \$ 130,978 | \$ 65,489 | \$ 65,489 | \$ 32,744.50 |
| Administration & Management | \$ 374,244 | \$ 187,112 | \$ 187,112 | \$ 93,556 |
| TOTAL | \$1,871,119 | \$ 885,559.50 | \$ 885,559.50 | \$ 442,779.75 |

Please ask me if you have any questions.

Sincerely,



Jane Doe Smith, President
The City BID Advisory Board